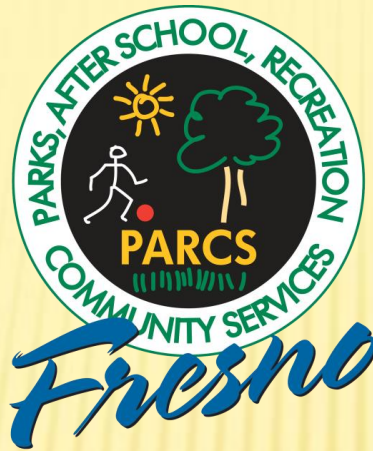


CITY OF FRESNO PARCS



Parks, After School, Recreation and
Community Services Department

Randall Cooper, Director

Destination Fresno - A place to live, work, play and vacation!

Mission

The Parks, After School, Recreation and Community Services Department (PARCS) enriches the lives of Fresno citizens by investing in parks and open space, and by providing diverse opportunities for human development and social interaction.

PARCS Budget FY 2010

PARCS employs 143 permanent staff with a total budget of **\$19,690,300** in FY 2010

- ✗ 50% of operating budget supports staff
- ✗ Fresno rated last on top 32 cities of acreage to people ratio: 3.2 acres per 1,000 people
(*Trust for Public Land 2009*)

Significant funding areas include:

- ✗ **PARKS = \$785,400**
 - Night Crew - \$625,600
 - Maintenance & Landscaping - \$159,800
- ✗ **AFTER SCHOOL = \$1,402,100** (*Funded by state grants via FUSD contracts*)
- ✗ **RECREATION = \$8,486,000**
 - Neighborhood Centers & Programs - \$7,828,300
 - Sports & Aquatics - \$1,203,700
- ✗ **COMMUNITY SERVICES = \$2,642,700**
 - Specialized Youth Programs (Science, BEST, Connect, TR) - \$545,500
 - Senior Hot Meals - \$2,588,200

Parks Division

- ✖ The Parks Division maintains and operates 1,600 acres, including:
 - 3 Regional Parks
 - 5 Community Centers
 - 65 Neighborhood and Pocket Parks
 - Camp Fresno
 - 28 miles of Trails
 - Various public grounds in Downtown Fresno, including Fulton and Mariposa Malls, Civic Center and the Municipal Service Center (MSC)



Creative Solutions to Budget Roadblocks

- ✗ Economy impacts budget and staffing:
 - 24-hour Maintenance w/ Night Crew
 - Parks recognizes substantial savings by utilizing community service participants
 - Increased revenue will return to the general fund
 - Raised Woodward Park & Regional Sports Complex entrance fee from \$3 to \$5 for non-Fresno residents
 - Creative staffing plans in place to provide service for new facilities coming online

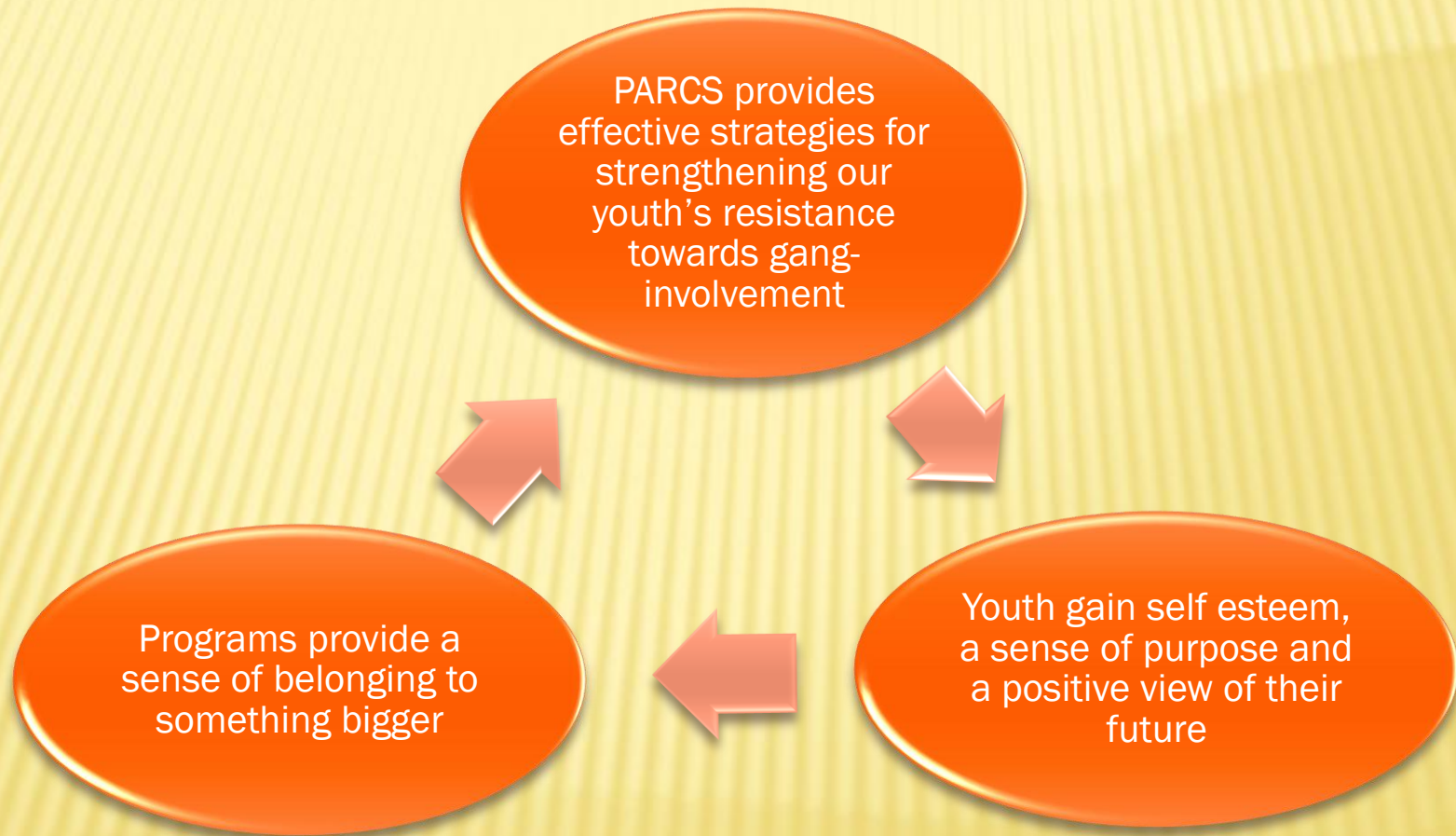


Capital Projects

- ✘ City of Fresno bonded \$35 million in May of 2008 to facilitate 19 projects citywide that will support PARCS ongoing *Destination Fresno* Campaign
- ✘ Completed Projects:
 - Dickey Youth Development Center
 - Mosqueda Bike Park
 - Several ramp skate parks
 - Complete shading of the Rotary Amphitheater at Woodward Park
- ✘ Under Construction:
 - Todd Beamer Park in NE Fresno
 - Fig Garden Loop Park in NW Fresno
 - 11-acre Paintball Zone
- ✘ Breaking Ground Soon:
 - Vagabond Pool Complex
 - Universally Accessible Park
 - Chestnut/Hwy. 180 Plaza Skate Park
 - Church/Orangewood BMX track



Youth Prevention & Intervention Programs



Community Centers & Neighborhood Parks


Mission: Provide programs that strengthen personal development, family unity and community collaboration.

Key Objectives:

- ✗ Foster character development
- ✗ Promote fitness and health
- ✗ Support family unity
- ✗ Provide a secure, clean and friendly environment
- ✗ Strengthen neighborhoods

LOOKING FOR THINGS TO DO?

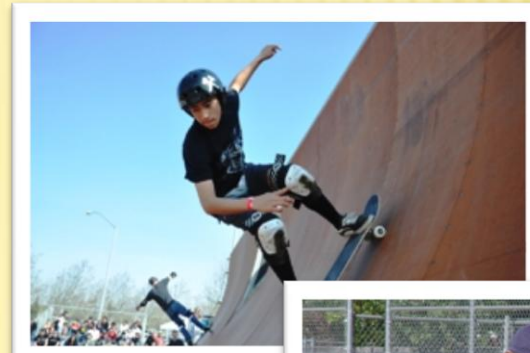
PARCS publishes a 7-page monthly activity guide that lists dozens of free or affordable youth and family activities at various locations throughout Fresno, as seen below:

 July 2009 ACTIVITY BULLETIN - Parks, After School, Recreation & Community Services <i>Destination Fresno - A place to live, work, play and vacation!</i>						
<small>This bulletin is merely a snapshot of activities and events made available to the public during the month of July. PARCS offers a variety of programs, classes and services city-wide through our community centers & parks. Call 559-621-2900 to learn more.</small>						
Date	Time	July 2009 Upcoming Events	Location	Organized/Sponsored by	Contact	Council District
1-31	1-5pm	Swim Fresno! PARCS Recreation Swimming Fresno PARCS is operating 4 standard pools, 3 high school pools and 5 learner pools this summer. Cost: 75¢ youth ages 3-17; \$2 for 18 & Up (*high school & senior pools closed on limited)	Visit www.fresno.gov/parks for current aquatic sites	PARCS	David Rodriguez 621-6673	City Wide
1	4-6pm	4th of July Celebration Free! Open to all ages. Come enjoy old fashion picnic games, tug-o-war relays, eating contests and arts & crafts. Refreshments served.	Einstein Neighborhood Center 3066 E. Dakota	PARCS	Wendy Danyluk 621-6608	4
2	3:30-5pm	Connect 4 Tournament Free! For youths 9-12. Bring you're 'A' game for friendly game of Connect 4.	Frank H. Ball Neighborhood Center 760 Mayor	PARCS	Alfonso Hernandez 696-8009	3
3	1-9pm	Mosqueda Bike Park Grand Opening Jam & Contest Join PARCS Department for the grand opening of Mosqueda Bike Park. Bring your friends to watch the exciting pro and freestyle competitions or show off your own skills in the open jam session!	Mosqueda Bike Park 4620 E. Butler	PARCS	Ryan Garcia 621-PLAY (7529)	5
3	3-5pm	4th of July Party Free for all ages. Join PARCS staff and have some cool watermelon to celebrate Independence Day.	Sunset Community Center 1345 W. Eden	PARCS	Alfonso Hernandez 696-8009	3
3	4-5:30pm	Watermelon Seed Spitting Contest Free! For boys & girls 8-14. Enjoy delicious watermelon & show off your skills in a seed spitting contest.	Highway City Community Center 1540 N. State	PARCS	Alfonso Hernandez 696-8009	3
3	4-6pm	Red, White & Blue Celebration Free! For youths 5-9. Wear red, white & blue patriotic clothes and join us in coloring our American Flag.	Hinton Community Center 2385 S. Fairview	PARCS	Alfonso Hernandez 696-8009	3

Sports

✖ PARCS provides a number of different activities to keep the community active:

- **Action Sports** – Fresno has opened several dynamic facilities to support beginners, enthusiasts and professional athletes from around the world
- **Adult Sports** - A year-round, fee-based men's and women's organized sports league offered to residents. Leagues include baseball, softball, basketball, flag football and soccer
- **Youth Sports** - Various sports programs are offered throughout to the community for youth and adults that include bitty baseball and karate, youth basketball and soccer



Aquatics

- ✗ 12 pool sites throughout Fresno
- ✗ Summer recreation swim offered daily
- ✗ Affordable lessons
- ✗ Water instruction from 3 years to adults
- ✗ Water Safety Council Support



Nutrition & Fitness

Youth Nutrition Assistance Program

- ✗ PARCS has extended hours to provide a safe haven for youth when not in school
- ✗ PARCS offers **free** breakfast and lunch to youth 18 and under at sites throughout Fresno (*Meals provided by Economic Opportunities Commission; Staffing funded by PARCS Department via General Fund*)
- ✗ 30% of children in Fresno County are living in poverty, compared to 19% statewide (*2007 California County Data Book*)



Healthy Lifestyle Fitness Camp

- ✗ Award-winning Healthy Lifestyle Fitness Camp was created in 2007 to help Fresno youth get fit, gain confidence and bring nutrition information to the family.
- ✗ Since 1970, obesity has almost tripled among children 6-19 years old
- ✗ 30% of youth are overweight



Mobile Fleet

- ✗ PARCS proudly offers:
 - Mobile Science Workshop
 - Mobile Fitness Vehicle
 - Mobile Met: *Met on the Move*
- ✗ Mobile Fleet Vehicles visit underserved communities and occupies underutilized green space to provide health and wellness programs
- ✗ Mobile Science and Fitness Vehicles are equipped with satellite technology and laptop computer stations



After School Program



After School Program

35% of 12-13 year olds are left by themselves regularly while parents are at work (U.S. Department of Justice 2003)

✖ After School Education & Safety (ASES)

- A structured collaborative program
- 16 sites contracted with Fresno Unified School District
- Grant-funded through California Department of Education
- Comprised of fitness, nutrition, organized sports, art and character development
- Average Daily Attendance: 1,920

74% of children show a greater interest in attending school because of the After School Program

Community Services

Mission: Provide programs that enrich, educate and instill a sense of belonging and unity in the community.

- ✖ **BEST & Jr. BEST** (*Building Everyone's Skills for Tomorrow*) – Equips high school and middle school students with the skills for their future employment success
- ✖ **Science** (*Community/Life & Environmental*) – After School Programs, summer camps, field trips, hands-on experiments and workshops
- ✖ **AT&T Fresno Connect Program** – Provides residents free access to 19 computer labs throughout Fresno
- ✖ **Therapeutic Recreation** – Provides recreation and leisure activities for children, teens, young adults and adults with developmental and physical disabilities



Fresno United Neighborhoods (FUN)

Local governments are looking for innovative ways to continue to grow and increase the quality of life for their citizens and *Fresno United Neighborhoods has many accomplishments that have enabled PARCS to continue doing just that.*

- ✗ FUN has long term plans to improve Fresno:
 - + Camp Fresno renovations
 - + Movies in the Park
 - + Universally Accessible Park
- ✗ FUN just wrapped up its 3rd annual charity golf tournament
 - + Over a span of three years, Catch the Fun has raised more than \$50,000
 - + Provides inner city youth the opportunity to participate in FUN summer camps this summer for free



Senior Hot Meals

Mission: To promote and maintain the enjoyment, well-being, dignity and independence of senior citizens by providing programs and services that meet their growing needs.

- ✗ Offers nutritious meals, local trips, dances and volunteer opportunities
- ✗ Provides seniors with a nutritional meal, economic relief and a social environment
- ✗ 16 sites throughout Fresno
- ✗ In partnership with the Fresno-Madera Area Agency on Aging (FMAAA)
- ✗ Over 90% Client Satisfaction rating



Special Events

- ✗ Since 2006, PARCS has increased its number of special events from 7 to 53, annually:

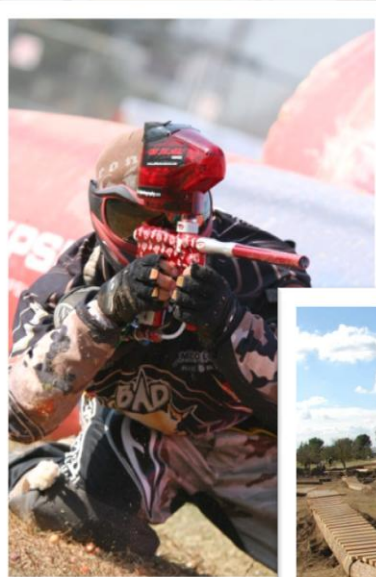
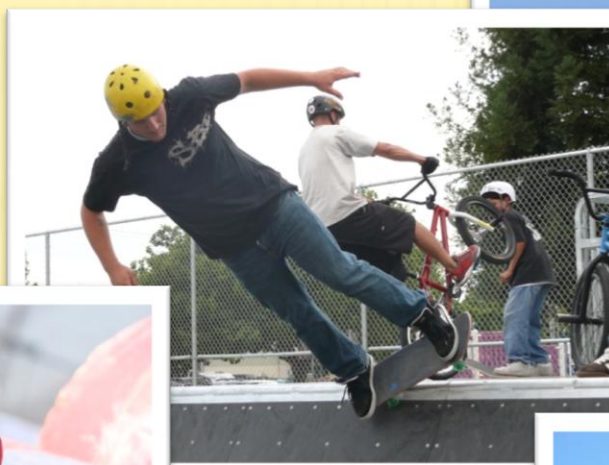
- Juneteenth
- Haunted House
- Christmas Parade
- Concerts
- Cultural Festivals
- Movies in the Park
- Christmas in the Park
- Carnivals
- Food Festivals
- Kid's Fest
- Car Shows
- Sporting Tournaments



- ✗ Events in 2008-2009 generated \$365,000 in economic impact through hotel nights and tourism.
- ✗ PARCS events are estimated to generate more than \$700,000 in economic impact in 2010
- ✗ Fresno PARCS is now a partner with the Fresno CVB and has multiple destinations featured in their national Play Fresno campaign



Action Sports....*In Action!*



Action Sports

✖ Skate/BMX Venues

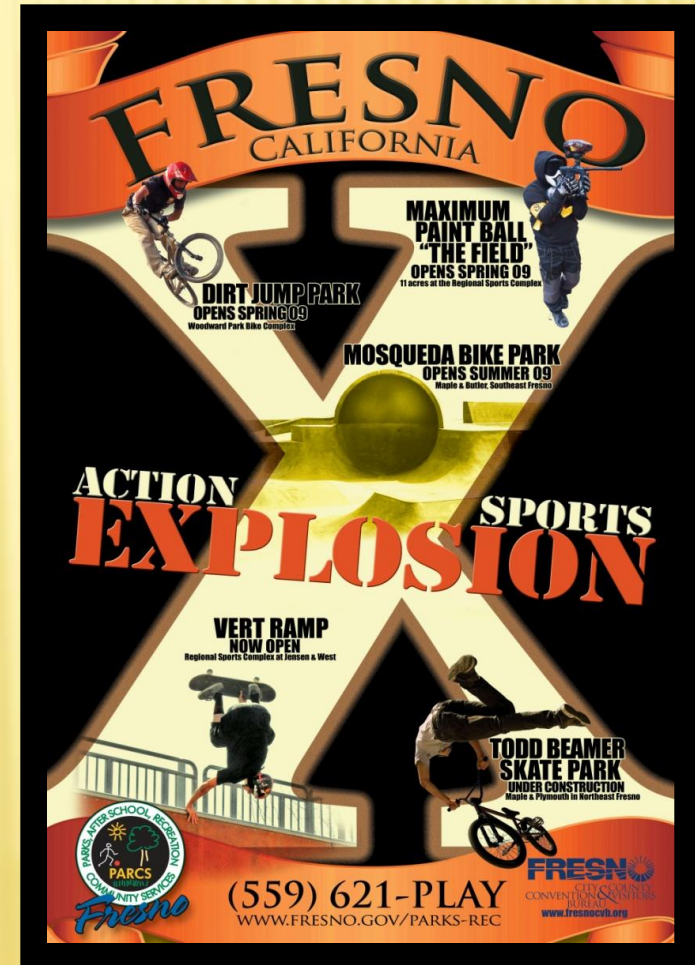
- The Ark Vert Ramp
- 11-Acre Paintball Zone
- Mountain Bike Skills Progression Park
- BMX Dirt Jump Park
- Downhill BMX Race Track
- Mosqueda Bike Park
- Modular Skate Parks throughout Fresno

✖ Regional Sports Complex Expansion

- Lighting added to 4 soccer field and 2 softball fields (in addition to 4 previously lit softball fields)
- Electronic scoreboards installed at all softball fields
- Vert Ramp
- Conversion of flood basin to paintball facility

✖ Future Plans

- New Skate Parks
- ADA Accessible Park
- 2nd BMX Track
- Motocross



Supporting Families: PARCS Commitment to Excellence

- ✗ Through citywide events and activities, PARCS help build family values and promote a healthy lifestyle
- ✗ Fresno has the fastest-growing population in California

(Center for Juvenile Criminal Justice, 2006)

**Employs 300 youth
ages 17-25 annually
to work 15 to 30
hours per week**

**A valuable stepping
stone that provides
work experience and
builds confidence

Several program
participants are now
employees**

**Staff serve as positive
adult role models for
children, especially
for children coming
from single parent
homes**

**Develop lasting, long
term relationships
providing stability for
children**

We Want to Hear from You!

Fresno PARCS is always looking for fresh faces to make a difference in the community. If you would like to get involved, the following opportunities are available:

Recreation & Sports

If you are a certified Lifeguard, have coaching experience or would like to serve in a leadership capacity, this is the arena for you. Please call **(559) 621-PLAY [7529]** or **(559) 621-6600** to participate.

Fresno United Neighborhoods (FUN)

The FUN Board is a non-profit organization that provides support for youth programming and community development. For partnership information please call **(559) 621-4FUN [4386]**.

Senior Advisory Board

The Senior Advisory Board represents the City of Fresno Senior Hot Meals Program. If you are interested in becoming an advocate for senior rights and activities, please call **(559) 621-7700**.

Volunteer Program

PARCS is continuously seeking volunteers to assist with youth programs and the operation of computer labs, special events, community meetings, park improvements and more. For more information, please call **(559) 621-2900**, or email us at parks.department@fresno.gov.

www.fresno.gov/parks-rec

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